

# MAD<sup>IND</sup>®

No. 316 January 1993

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# MAD

"The problem with the ladder of success is that by the time you've climbed it, you're considered over the hill."

—Alfred E. Neuman

**WILLIAM M. GAINES** founder

**NICK MEGLIN, JOHN FICARRA** editors

**LEONARD BRENNER** art director **TOM NOZKOWSKI** production

**CHARLIE KADAU, JOE RAIOLA**, associate editors

**DICK DE BARTOLO** creative consultant **ANNE GAINES** general manager

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**JACK ALBERT** lawsuits **DOROTHY CROUCH** foreign correspondent

**LILLIAN ALFONSO, CLAUDETTE NICHOLS**,

**FREDDIE MALONEY** subscriptions

**CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

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FRONT COVER PHOTOGRAPHER: IRVING SCHILD PUMPKIN SCULPTOR: HUGH McMAHON

BACK COVER WRITERS: CHARLIE KADAU AND JOE RAIOLA PHOTO: NEWSWEEK—JACQUES CHENET

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## VITAL FEATURES

"SISTER  
AXED"  
(A MAD  
MOVIE  
SATIRE)  
Pg. 4



CONGRESSWOMAN  
FELNER, ARE YOU  
WILLING TO ADMIT  
YOUR ROLE IN THE  
S&L FIASCO?



THE  
DIFFERENCES  
BETWEEN  
THE 80's AND  
THE 90's  
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WORDS OF  
WARNING  
THAT YOUR  
LIFE'S NOT  
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THE  
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"PATR★IDIOTIC  
GAMES"  
(ANOTHER  
MAD MOVIE  
SATIRE)  
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# An Auction of ORIGINAL MAD ART For Bidder OR WORSE!

MAD art lovers are invited to attend a public auction of the **ORIGINAL PAINTINGS** and **ORIGINAL DRAWINGS** from a decade (1966-1975) of MAD:

This historic auction will be held at Christie's East in New York City on December 10, 1992.

**FEATURING:**  
Color/BW Art  
by the  
following artists:



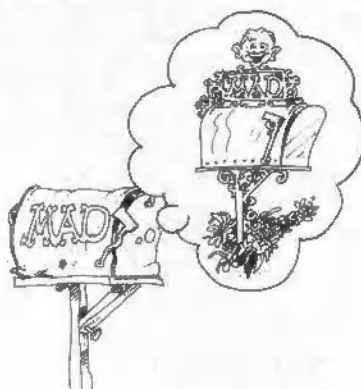
- Sergio Aragones
- Dave Berg
- Bob Clarke
- Paul Coker, Jr.
- Jack Davis
- Mort Drucker
- Al Jaffee
- Don Martin
- Norman Mingo
- Antonio Prohias
- Jack Rickard
- Angelo Torres
- Wally Wood
- George Woodbridge

For a catalog (which depicts the art being auctioned) send \$30 to:

Christie's Publications  
21-24 44th Avenue  
Long Island City, NY 11101  
or call:  
1-(718) 784-1480

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## LETTERS AND TOMATOES DEPT.



### DEPT. OF CORRECTIONS

MAD #313's "Evening Shame" spoof should be called "MAD's Editor's Shame." At the top of page 36, Diva says she's going "to pour over the want ads." Huh? What's she going to pour them over? Pancakes? That may be appropriate for MAD's Editors, but when the rest of us read something we "pore" over it. By the way, don't use my name with this letter. My daughter, KATIE SQUIRE would just die if either her name, KATIE SQUIRE, or mine ever appeared in MAD.

Pat Squire  
Katie Squire's father  
Simsbury, CT

Patsy—Your letter is very porous!—Ed.

### MORON MAIL

I am typing this sentence with my nose (I really am, no lie). I am typing this sentence with another part of the anatomy but I won't tell you which.

Paul Alger  
East Haven, CT

We know we can rule out your brain!—Ed.

Is Andrew J. Schwartzberg a great guy or what? He is my hero, my inspiration, my very reason for existing!

Amar Pai  
Las Vegas, NV

Amar—MAD Editorial Assistant Andrew J. Schwartzberg is a great guy much in the same way Mike Tyson is a great blind date! By the by, we couldn't help but note you're from Las Vegas. Are you perchance the same Amar Pai who works as the bucket boy at Siegfried and Roy's midnight show at the Trop?—Ed.

### "JFK CONSPIRACY THEORIES"

There must be a billion subjects to ridicule or poke fun at. The assassination of John F. Kennedy does not lend itself to satire. "Other JFK Conspiracy Theories Oliver Stone Left on the Cutting Room Floor" (MAD #314) was an ugly attempt at humor and was soiled with poor taste. With due respect to a magazine enjoyed by millions of us—please don't forget to respect us, too.

Bob Chadwick  
Kapaa, HI

After reading "JFK Conspiracy Theories" I have only one piece of advice for artist/writer Duck Edwing: Don't ride in any open-top convertibles!

Eric Rickman  
West Covina, CA

We don't know why you're upset with our JFK movie spoof. Actually, the dashing Mr. Edwing is known for resembling our 35th President, and the two were often mistaken for one another. In fact, many have told us that on that day in Dallas, dozens of people along the motorcade route were heard exclaiming "Duck!"—Ed.



### BEING BLUNT ABOUT INSTRUMENTS

I would like to know why you can't draw musical instruments right! In "The Outrageous Orchestral Offense" (MAD #313), the only instrument you drew right is the drum, which isn't that hard to draw! The tuba has more pipes and the valves are not in the lead pipe. The trombone slide should be on the side of the horn, not below it. Whatever that is supposed to be in the back is drawn like a guitar but is being played like a string bass.

The only drawings I like are the ones of women. I like the way you make their chests really big. Those are the best drawings in the magazine.

John Marmolejo  
Rowland Heights, CA

John—You're going to have a real love/hate relationship with one of our upcoming articles—"What if Women of the D-Cup Played Chamber Music?"—Ed.

### ENVELOPE OF THE MONTH



This issue's Spy Vs. Spy-inspired envelope is a festival of minimalism... a cornucopia of simplicity... proof that less IS more! It's the creation of Mike Moreau of Bellingham, WA, but hey, everything has a downside, right?

## WRESTLING WITH A RIPOFF

You guys really got ripped off this time! I don't know if you know this already, but the World Wrestling Federation has introduced a wrestler named Irwin R. Schyster, or "IRS" for short. This guy immediately provoked memories of MAD #272's back cover featuring Harold, the Killer Accountant! It seems to me that the WWF is getting so desperate for new gimmick-wrestlers that they have sunk to stealing ideas from MAD!

Mike Baldournis  
Danbury, CT

You haven't heard the worst of it! Rumor has it that at the next Royal Rumble, Vince "Mr. Trillions" McMahon is unveiling another MAD-inspired grappler that will make even The Undertaker drop dead in revulsion—"KILLER KAPUTNIK"—Ed.



"KILLER KAPUTNIK"



Harold "The Killer Accountant" from MAD #272's "WWF Magazine" spoof and lookalike wrestler Irwin R. Schyster from the pages of WWF magazine. **Fal**

## PARENTAL PROS AND CONS PART IV

A well-meaning relative sent a MAD subscription to our children, but I want it stopped! Your magazine is sick, sick, sick, immoral and a very, very bad example for kids (teens too!) Like I said, I don't want your filth coming to my home!

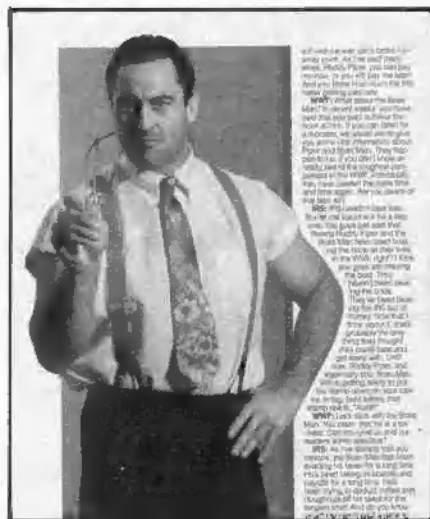
Jeanne Aldendifer  
South Bend, IN

I would like to direct this letter to all of the mothers out there who have cancelled their kid's subscriptions to MAD. All I want to say to them is **CHILL OUT!** You are depriving your children a chance to take in the best literature there is! You probably don't even give them important things like Nintendo or Cable!

And tell me this: If MAD is such a bad magazine, why has it been around since you were kids? Betcha *you* read it when *you* were young! This is the 90s. Kids have their right to read MAD!

Laura Dvornicky  
Perry Hall, MD

It's time once again for us to ask that old, eternal question we first posed on the letters page of MAD #291...Which of these two lovely ladies would you like to be your mom?—Ed.



## MAD JACKPOTRZEBIE!

Hey! This is your last chance in '92 to play "MAD Jackpotrzebie"! If the number printed on the upper right-hand corner of the cover of your copy of MAD Collector's Series #5 matches one of the randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original cover (no photocopies) to: MAD Winner's Circle, 485 Madison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. If employees of MAD or their relatives know what's good for them, they won't enter!

Here are the MAD Collector's Series #5  
Winning Numbers!

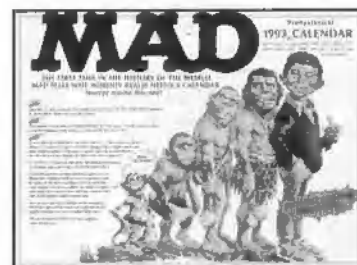
0,002,608	0,233,038	0,544,796	0,738,055
0,012,539	0,267,717	0,547,558	0,755,590
0,021,918	0,282,868	0,564,812	0,773,085
0,025,809	0,285,493	0,591,323	0,784,827
0,031,590	0,291,501	0,612,438	0,786,818
0,039,211	0,293,598	0,629,197	0,791,244
0,050,630	0,354,074	0,656,507	0,799,613
0,077,719	0,387,232	0,697,454	0,808,632
0,087,406	0,453,253	0,716,704	0,834,236
0,095,025	0,476,581	0,727,307	0,885,485
0,122,974	0,486,897	0,727,869	0,888,358
0,132,156	0,497,324	0,731,034	0,908,255
	0,970,746	0,993,933	

Please Address All Correspondence To:  
MAD, Dept. 316, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

# MAD's

## Prehysterical 1993 CALENDAR



Now, you can be  
MAD every day  
during 1993!

There has never been anything like  
this calendar before (thank goodness)  
and there may not be again if you  
don't order one now!!!



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## A BAD CASE OF THE NUNS DEPT.

**Holy guacamole, another "cute nun" movie! For God's sake, give it a rest, already! The church has enough problems without having to deal with this kind of un-saintly representation! It's no wonder they wouldn't mind seeing this...**



ARTIST: MORT DRUCKER



# SISTER AXED

I may be religious, kiddo, but I'm not a fanatic!

The other night I heard a strange noise from the audience that I've never heard before! Did you hear it, too?

That, dear girl, was applause!

Boy, this is some tough drink! How come every drink they serve in this place is so strong?

They figure you'll need it to be able to sit through this bomb act!

Our boss, Vince Vinnie Stugozzi, sure is a very different kind of gangster!

Yeah! He's the only one I know whose wife is better looking than his girlfriend!

The producers of this movie should be very proud of themselves! By not making an issue of Whoopi's color, they avoided dealing in stereotypes!

Not entirely! Take note that they couldn't resist making all the mobsters Italian!

Q & A DRUCKER

WRITER: STAN HART



Yipes! Those guys are trying to kill me!

Gee, I thought we were the only ones who saw your act!

If you will testify against Vinnie Stugozzi, we'll see that you're protected!

Tell me how you're going to do that!

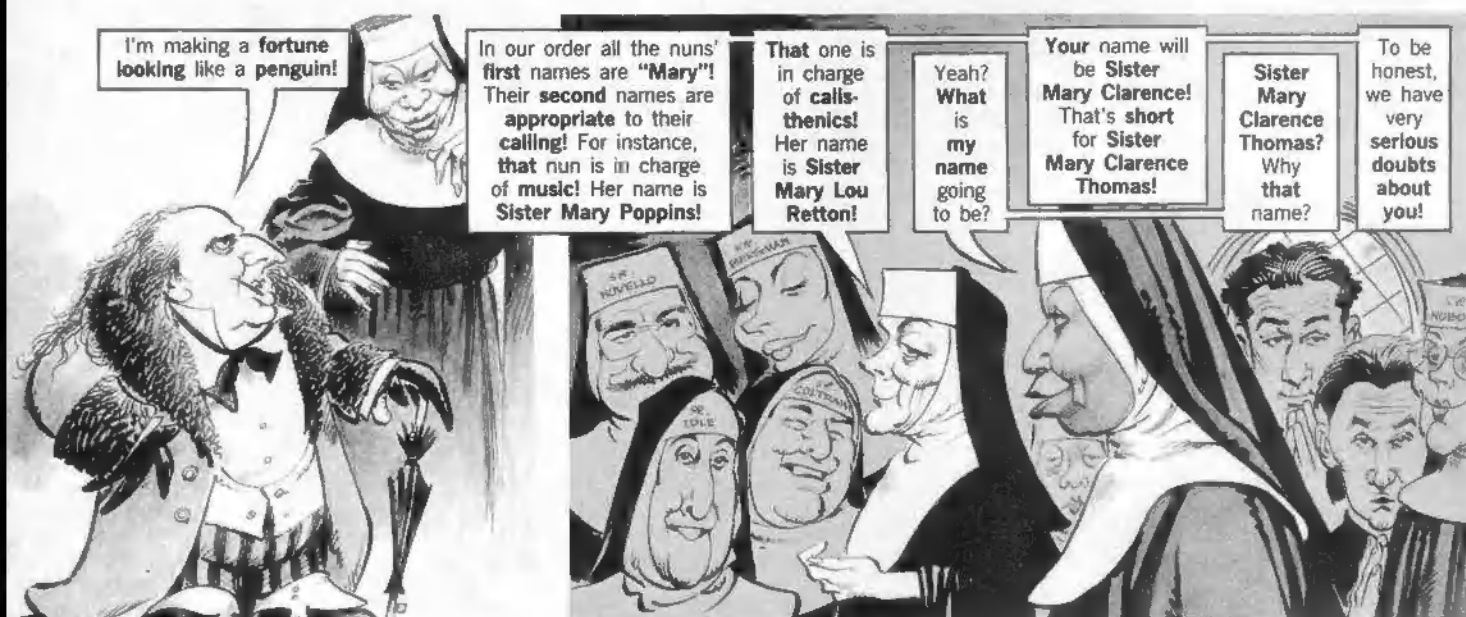
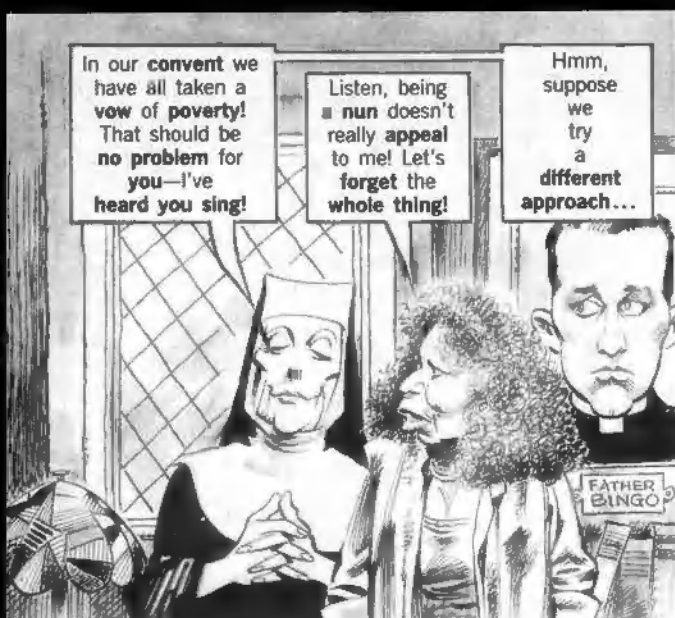
We'll send you far away and give you a new identity! It's called, "The Witness Protection Program"!

Don't you mean "The Witness Protection Program"?

Not if you're stupid enough to go into it!



91 Pct





Hey Sister, do you save bad girls?

Yes, we do, young man!

Then save us two for tomorrow night! Hah!

Shame on you for using such an old joke!

You should talk! As if a film about cute nuns is fresh and new!

MAX KORN

WINE LUNCH

I've been asked to replace your previous choir leader, Sister Mary Marquis De Sade! The reason why you sound so lousy is that you're doing one thing you shouldn't be doing—opening your mouth!

Then how else can we sing?

No problem! I've asked Milli Vanilli to repent by singing a sound track for you all to lip sync!

Isn't it a cliché to make this awful choir sound so terrific in only a few minutes?

I certainly hope so! I'd hate to think we missed one in this film!

Since Sister Mary Clarence has taken over the choir, a lot of young people from this tough neighborhood have started to attend our church! Have you noticed the difference?

Definitely! They keep stealing the collection box!

And the songs are so nostalgic! They bring back the old 1960's!

Yes, it's fun reliving the days of Vietnam, the Kennedy and King assassinations, the cities rioting and the drug culture! Not to mention Tiny Tim!

SHE LOVES GOD. YEAH! YEAH! YEAH!

Vince knows you're here! You've got to leave!

I won't do it! My choir is scheduled to sing a series of concerts for the Pope next week!

A concert? In this church?

Yes, followed by others at Planned Parenthood Clinics!

Singing there would create a huge problem! It would totally block traffic and bring everything to a complete stop!

I think that's what he has in mind!

Mother Inferior, you're leaving the convent?

Yes! I fought you and your choir and I was wrong! I can see that I'm just a relic here!

That's not so! A relic is something that's ancient and dried up and lifeless... Hmm, on second thought, have a nice trip!

Where are you taking me?

To Vince in Reno! He's gonna kill you!

Why not do it right here in California and get it over with?

Because Vince is a sentimental sap! He wants to bury you in his family plot in Nevada, next to his former girlfriend, Didi!

Besides, we need a big finish for what has become a very, very quiet movie!

Okay, guys! Now that you went through the trouble of bringing her back, kill her!

Before I die, I'd like a moment to ask God to forgive me for the bad things I've done!

God may forgive you, but I don't think the people who spent \$7 for this lousy movie ever will!

Stop this! The church cannot stand by and watch you take an innocent life!

How about the life of a bad lounge singer?

Hmm, it's certainly something to think about, isn't it!

BLAM!!

Now you don't have to be a nun anymore and be constricted by our vows!

Your timing is a little off! The only guy I slept with has just been shot dead!

This church is really attracting a kinky crowd! Don't look now, but there's a guy in the front row wearing a dress!

Schmuck! That's the Pope!

Like a bridge over Holy water

Mother Superior, this convent has proven to be a great place for our protection program! I wonder if you would take in someone who needs to be hidden because the public keeps mobbing that person, threatening life and limb!

Of course we will, Lieutenant! Who is it?

Sister Mary Michael Jordan!



# THE CRETINOUS COOK'S CONCOCTION



## CUTTING THE DECADE DEPT.

On New Year's Eve 1990 a new decade began...but nobody really noticed. People were still wearing the same clothes, had the same friends...even Dick Clark looked like he did in the 80's. (Heck, Dick Clark still looks like he did in the 50's!) But things *have* changed, it's just that the changes were very subtle. The keen eye of MAD has detected some of...

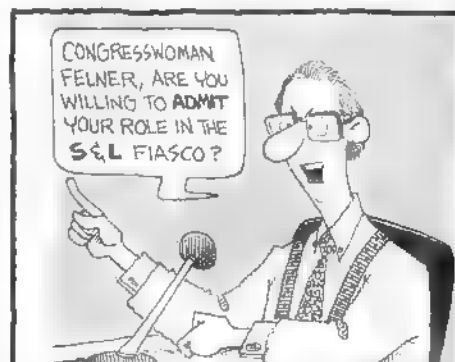
# The Difference the 80's



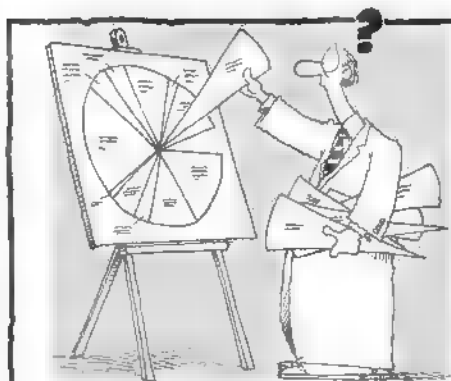
**In the 80's** people spent their "disposable income" all over town.



**In the 90's** they tend to blow it all at once.



**In the 80's** radio personality Larry King made it big in television.



**In the 80's** congressmen were unable to balance the national budget.



**In the 90's** congressmen were unable to balance their own checkbooks!



**In the 80's** superstar athletes enlisted powerful, high-priced attorneys to handle their finances.



**In the 80's** baby boom Yuppies conducted "insider" deals for vast sums of money.



**In the 90's** baby boom Yuppies conduct "insider" deals for cigarettes.



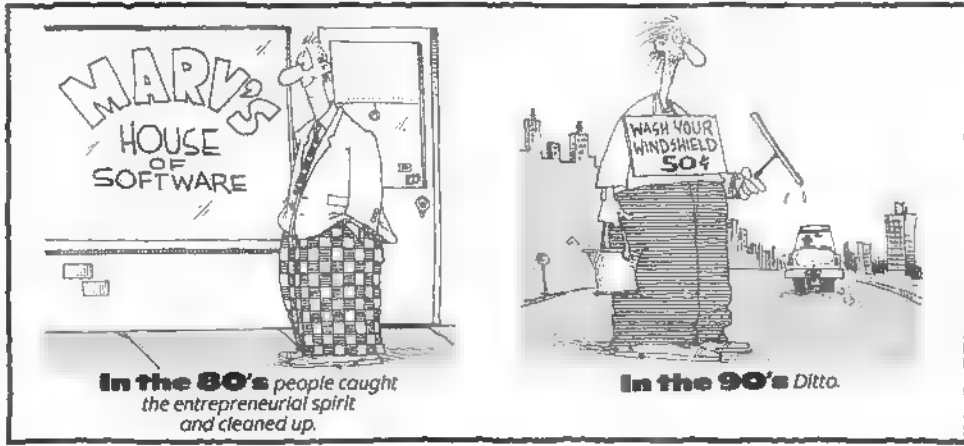
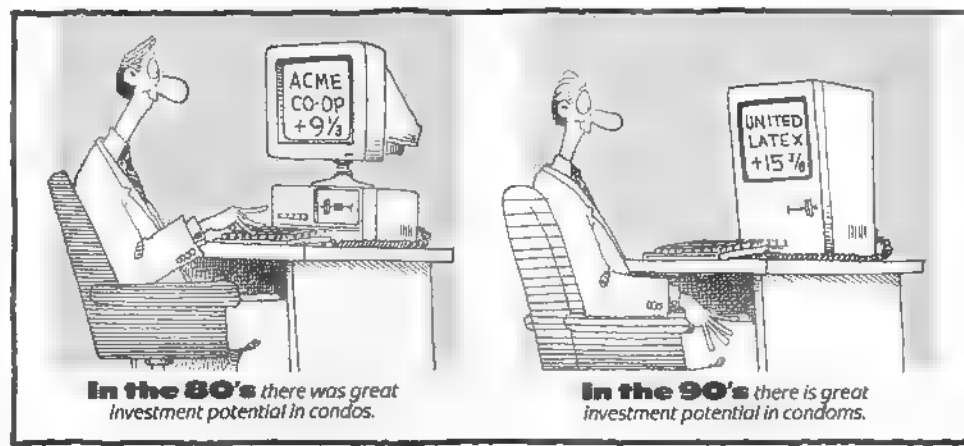
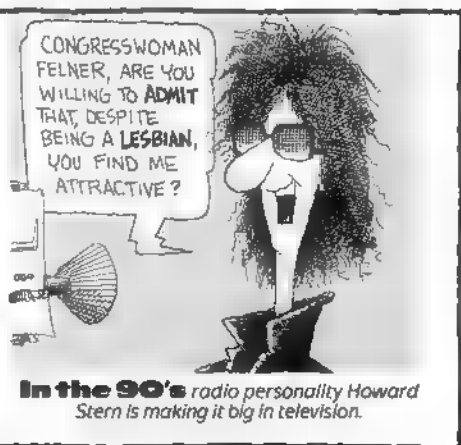
**In the 80's** Donald Trump began the chapter by chapter account of his success story.

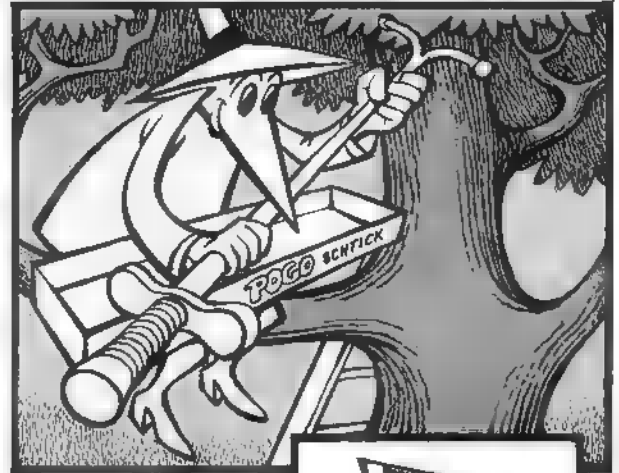
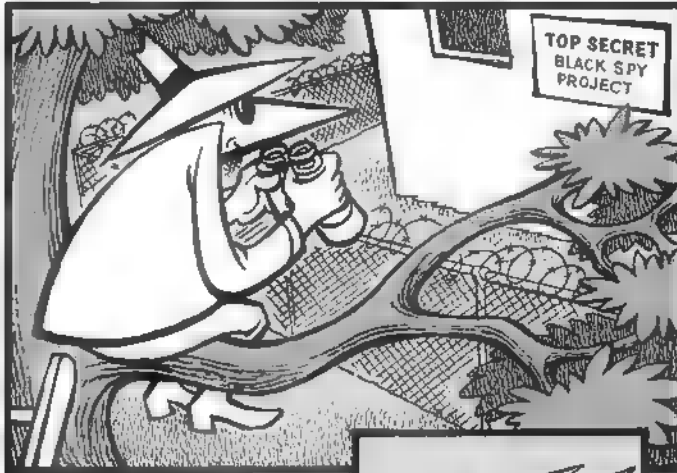
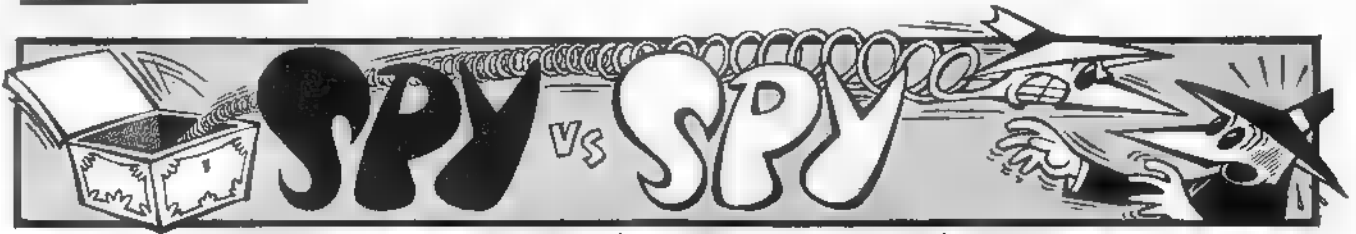




# ences Between and the 90's

ARTIST AND WRITER: JOHN CALDWELL





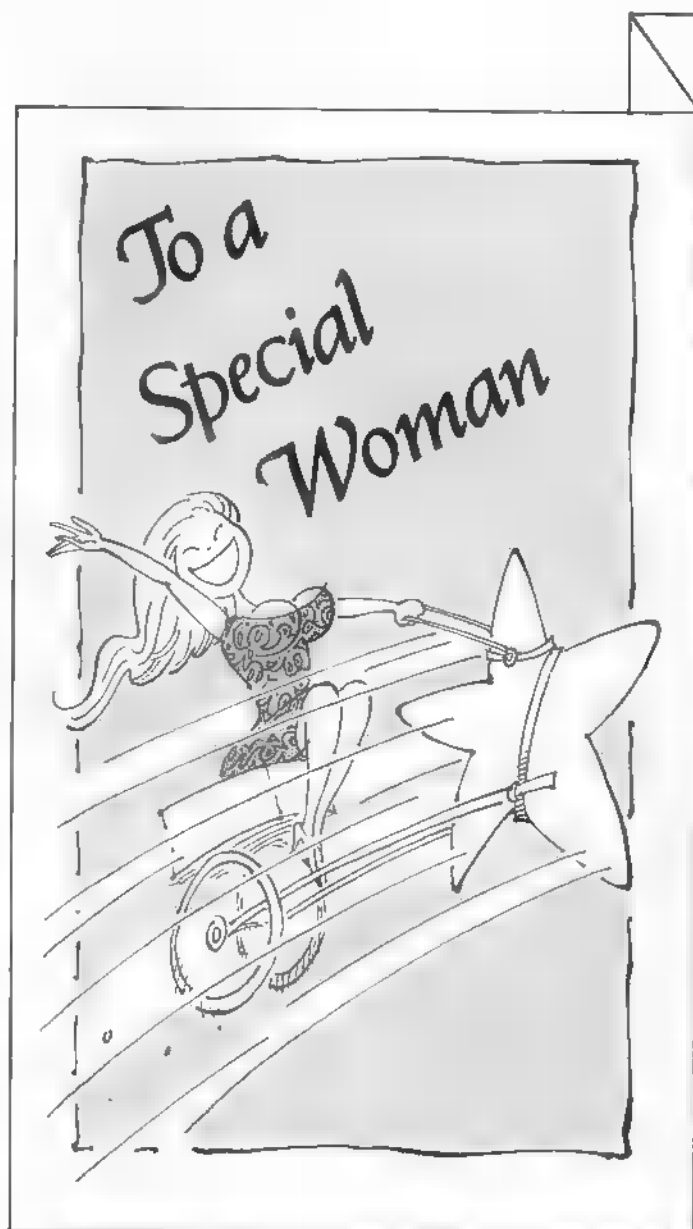


There are thousands of greeting cards to choose from these days. The problem is that none of them deal with the fast-changing world of the 1990s. But not to worry! MAD now points the backwards, dlm and dunderheaded card companies in the right direction as we present...

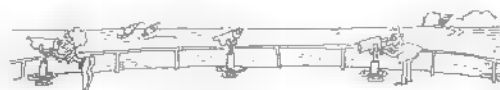
# Greeting Cards that keep up with the times

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



You only make it with the best,  
Shrewd bimbo that you are,  
And that is why you always hitch  
Your wagon to a star,  
The dude must be a VIP  
With power and ambition,  
Just like the last one that you hooked—  
A married politician,  
But now he's left you high and dry  
And dashed your dreams of glory,  
Don't fret—you'll make a bundle when  
The tabloids buy your story.



## What a Guy!



Your company could not survive  
Your latest business blunder,  
And so, last month, you bellied up  
And let your firm go under;  
Despite the loss you must have felt,  
Despite the stress and strain,  
That bonus that you gave yourself  
Will surely ease the pain;  
You walked away a millionaire  
And didn't lose a buck;  
Your firm's investors got wiped out,  
But, hey, that's their tough luck!

## With Joy In Our Hearts

We never thought you'd land that job  
Last week when you applied;  
The dozen other applicants  
Were much more qualified;  
Your résumé's a sorry joke;  
You lack the needed skills;  
You turn off all who meet you  
With a morning breath that kills;  
You really stood no chance at all,  
Except, you lucky slob,  
The others failed their urine test—  
Congrats! You got the job!



## CONGRATULATIONS!

O college jock, you've made the grade  
And earned your graduation;  
You got through "Body Painting 3"  
And "Rock Appreciation;"  
You stuck it out despite those times  
You found the going hard;  
You'd know the pride we feel if you  
Could only read this card.

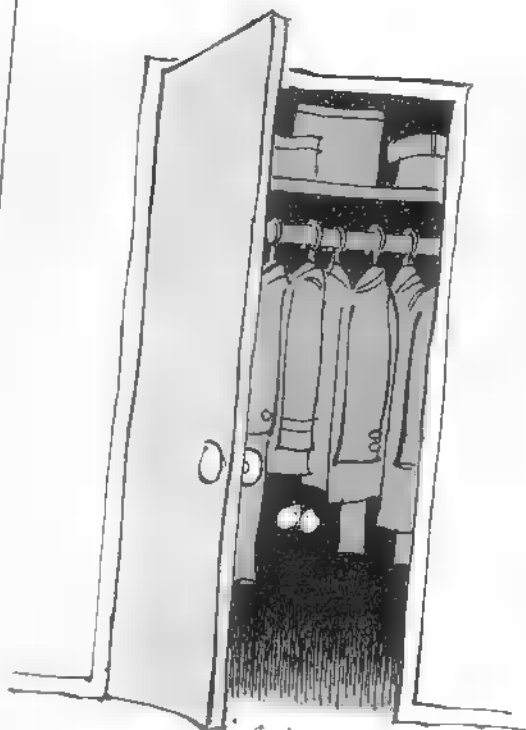


## A Personal Message

Your neighbor had a skin-peel—  
Now she looks as if she's molting;  
Another had a face-lift—  
The results were quite revolting;  
Your best friend had a fanny-tuck—  
When sitting, she's lopsided;  
Your cousin sued her doctor  
When her implants subdivided;  
So what if you're flat-chested  
And your tummy's gone to pot?  
You've seen the shape these folks are in,  
So keep the one you've got!



## In Deepest Sympathy



You tried to hide it from your fans;  
You feared for your career;  
But now it's in the open, guy,  
The word's out, far and near;  
That gay rag blew your cover  
With a front-page exposé;  
You're now a conversation piece  
From New York to L.A.;  
Yes, you've been outed, sad to say,  
For all the world to see;  
Remember that I'm still your friend,  
So please, guy, don't out me!



## Thinking Of You

While others struggle to survive,  
You sail through ev'ry test;  
You're "Mr. Lucky" to your friends;  
You seem divinely blessed;  
That is, until we heard today—  
Oh, gee, oh, gosh, oh golly—  
Your Mickey Mantle rookie card  
Was chewed up by your collie.







# WORDS OF WAR THAT YOUR LIFE'

ARTIST: JACK DAVIS





# NING

## S NOT GOING SO WELL

WRITER: MIKE SNIDER





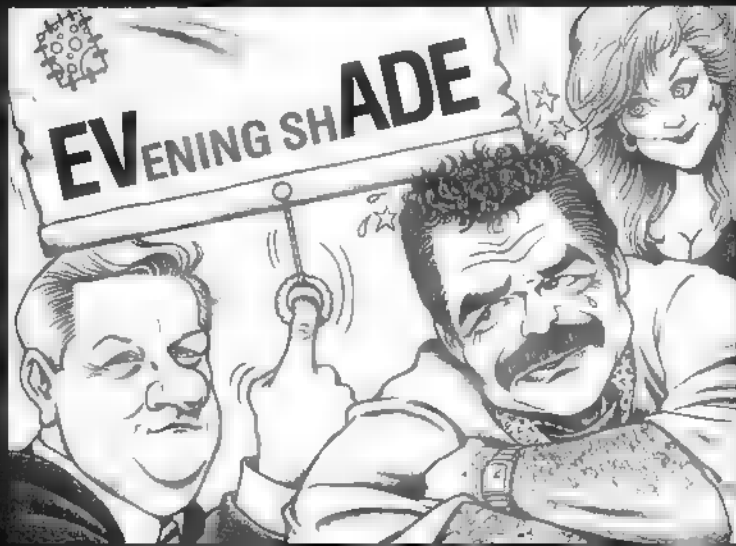
#### HIDE 'N' CRITIQUE DEPT.

Ever wonder why you can't get a good deli sandwich in Sandusky, Ohio? Ever wonder what possessed America during the Vanilla Ice craze? Well, so do we! Meanwhile, we have to fill our magazine with something, so feast your eyes on...

# MAD'S INS



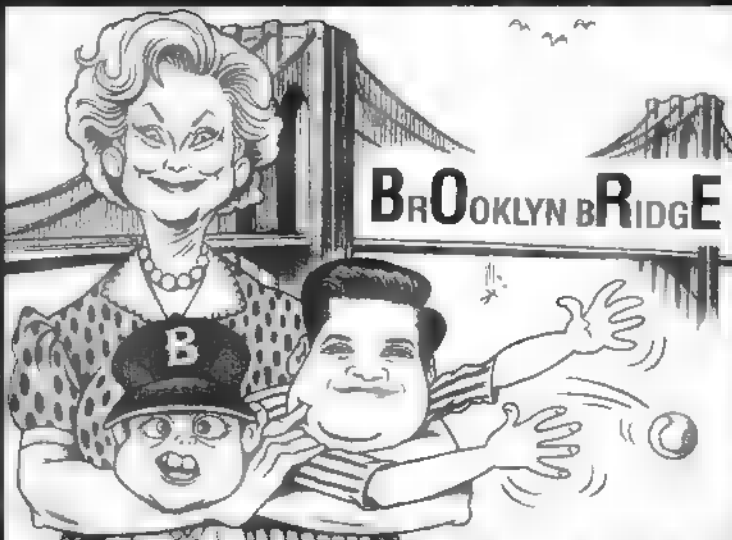
ARTIST: RICK TULKA



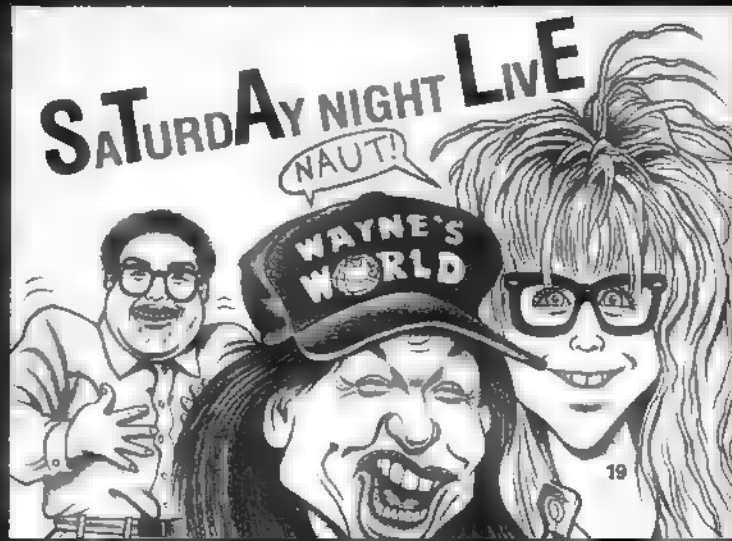




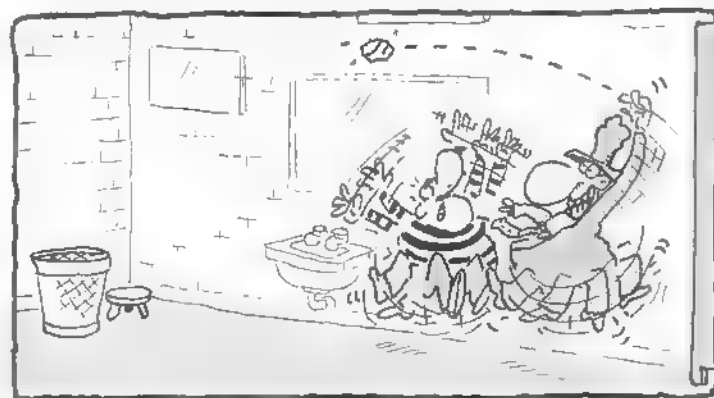
# TANT TV REVIEWS



WRITER: RUSS COOPER

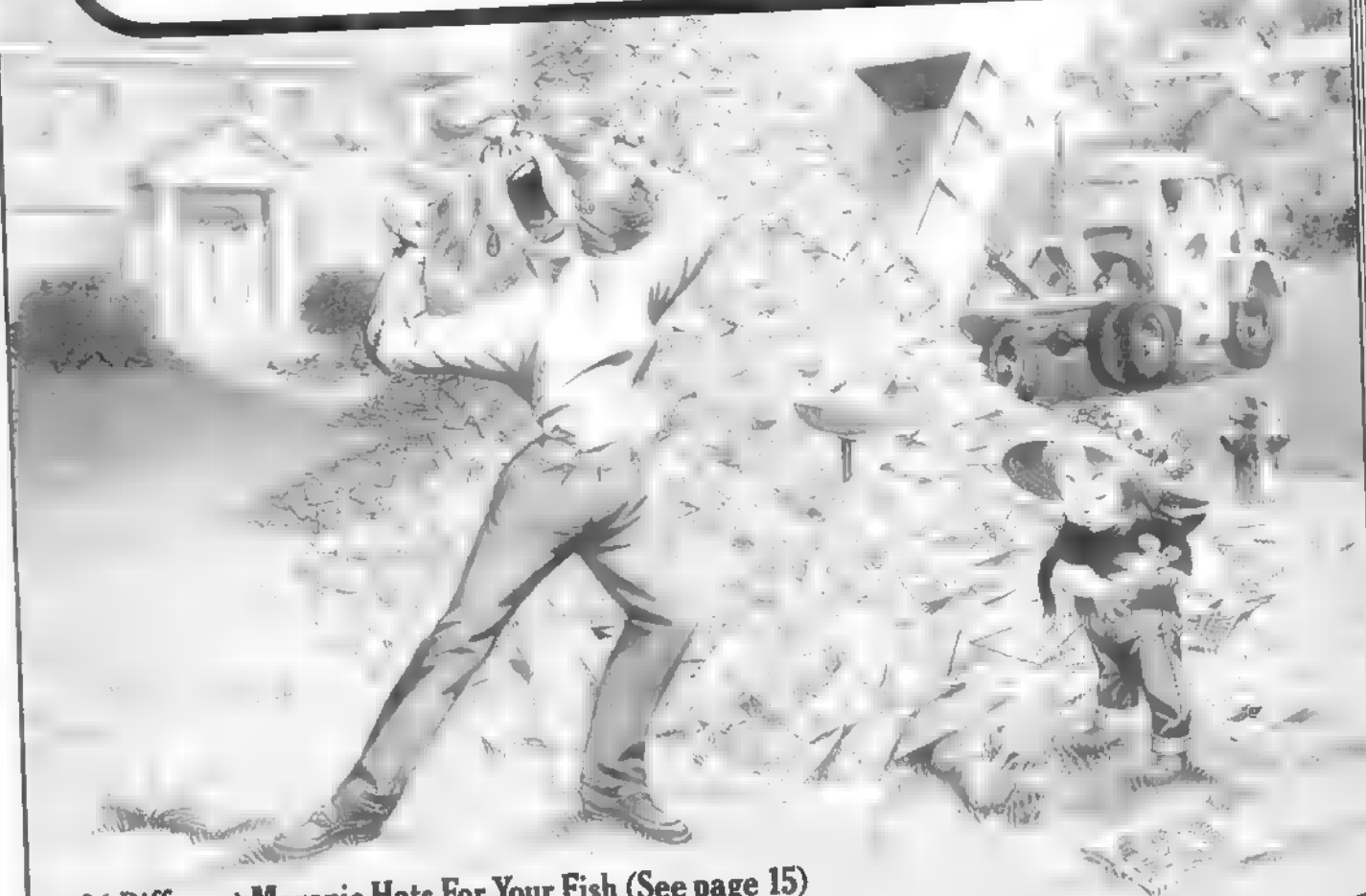


# THE WACKY WASHROOM WHIZBANG



*Mail-order shopping has become a 314 billion dollar ■ year business (we haven't actually researched that, but it's an amount we think sounds good!) Since that figure represents only a small percentage of what we annually lose on MAD subscriptions, we thought it wise to dip our biscuit in this cash bonanza gravy! So here now is the première edition of...*

# MAD'S AVALANCHE O' CATALOGS



84 Different Moronic Hats For Your Fish (See page 15)  
New! Catalog of Far East Products with  
"Made in USA" Labels Pasted on Them, page 97  
Flammable Cookware From  
Ye Old Dead Farmer, page 200

## LAST CHANCE!

To order  
from this  
catalog  
before we  
send you  
another one!

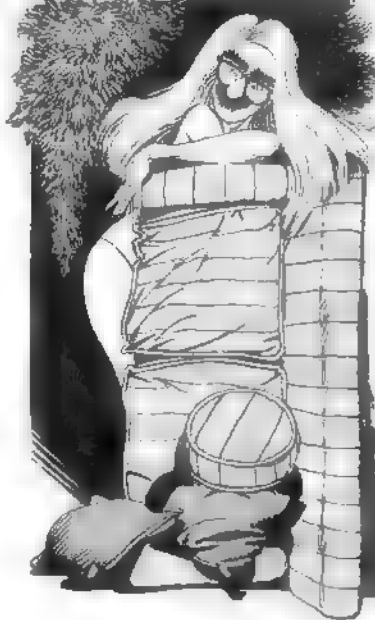




### THE GOOSE-FILLED COMFORTER CO.

This unique catalog features the latest in bed linens—100% cotton oversize comforters stuffed with LIVE geese! Much warmer than goose feathers alone! As long as the geese sleep, you will too! Kids love 'em—so do cats! Full selection of throw pillows stuffed with living crows also available. Catalog \$18. Circle No. 826

### VICTORIA'S REALLY REALLY SECRET



### VICTORIA'S REALLY REALLY SECRET

Lingerie, lacy nightgowns and other racy fashions too risqué for even Victoria to show! That's why every embarrassed model in this 112-page catalog is pictured hiding behind sofas, under box springs or inside clothing hampers! Special men's underwear section shows male models hiding in ditches and behind cactus. Catalog \$32. Circle No. 245



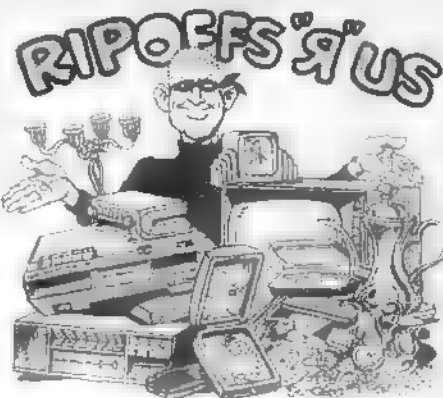
### TUXEDO IN A CAN

For over 13 years, America's foremost makers of vacuum-packed formal wear for that dress-up emergency! Store in your clothes closet or on your kitchen shelf next to the greenbeans! No refrigeration needed! Over two dozen styles and accessories, including freeze-dried cummerbunds. Long favored by backpackers and lighthouse keepers. Now in lead-free cans! Catalog \$68. Circle No. 092



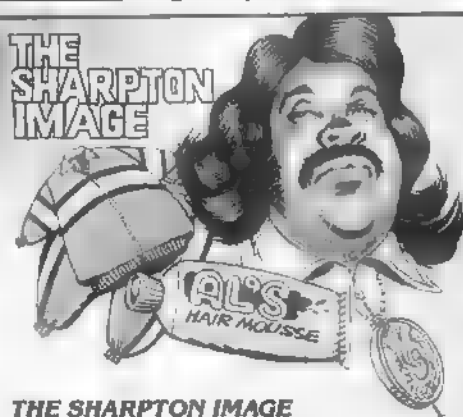
### SIR BENJAMIN'S MUSICAL PEGLEGS

Since 1895 the descendants of Sir Benjamin Bartholomew have painstakingly crafted by hand each of these charming, tuneful artificial limbs. They haven't sold a single one...so this catalog is filled with BIG discounts! This year's new musical selections include *Forever Your Girl*, *The Theme From 'Cheers'* and *The Liverpool Oratorio*. New conversion kit allows creation of musical fireplace logs. Color catalog \$36. Circle No. 382



### RIPOFFS 'R' US

Hard-to-find stolen goods at discount prices! Pages and pages of illegally obtained audio equipment, computers, fine jewelry, even cars! Odds are this burglar's den of merchandise was once YOUR merchandise, so you know they have the models and styles you're looking for! Fully illustrated catalog \$16. Circle No. 738



### THE SHARPTON IMAGE

Complete accessories catalog for anyone wishing to emulate the controversial New York blowhard activist. Suits and jogging outfits in "extra Husky" sizes, moussed pompadour wigs, large, gag disco medallions, more! Full color catalog \$34. Circle No. 485



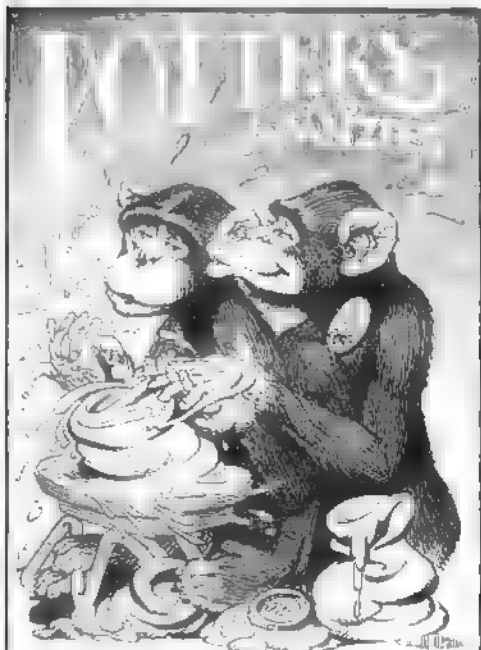
### PET CLERGY SUPPLIES

PRAISE DOG! The St. Fido's catalog is the #1 source for multi-denominational pet accessories. They have it all: clerical flea collars, feline nun's habits, pulpits for fish, Bishop's miters in reptile sizes. Turn your pets' play time into pray time! Catalog \$15. Circle No. 698



### FREDERICK'S OF SANDUSKY

Not to be confused with Fredericks of Hollywood! Fredericks of Sandusky will only sell fashions to men (and women) named Fred! There's absolutely no reason for this policy, it's just a peculiarity on the part of the owner, Bert Zacky. During January and February he will reluctantly sell to Teds and Eds, but only at 20% more than listed prices. Catalog \$26. Circle No. 556



#### POTTERY MADE BY CHIMPANZEES

Monkeyware Ltd. has settled its differences with the Humane Society and is back! You'll go ape for this all-new collection of misshapen vases, warped salad bowls, lopsided mugs and other deformed pottery! Sorry, glass blown by gorillas no longer available. **Catalog printed by orangutans \$84. Circle No. 318**



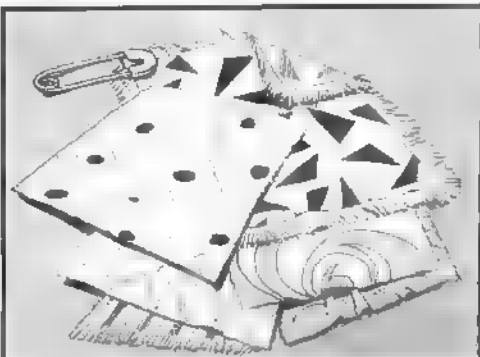
#### CAPTAIN SCUDDY'S INCORRECT MAPS AND GLOBES

Not a gag! These are authentic imitations of the actual maps and navigational charts that kept the legendary Captain Scuddy lost at sea for 17 1/2 years. Plot a direct course from England to France that takes you through Bolivia, Chad and Fargo, North Dakota! Over 100 maps to choose from. Also available: outdated bus and train schedules from 11 countries, erroneous airline seating diagrams and official Captain Scuddy sailor hats. **Official Scudman's catalog \$8. Circle No. 536**



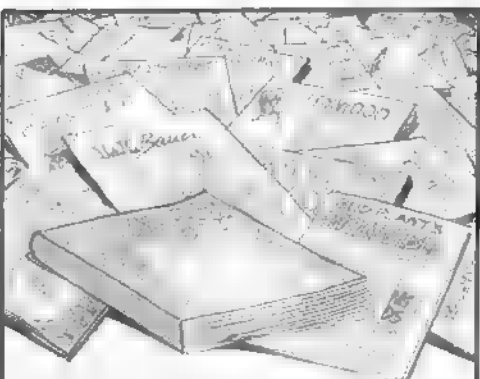
#### TRANSVESTITE SCUBA SUPPLIES

As seen on Donahue! Dainty wetsuits, masks, air tanks and flippers for the underwater cross-dresser. Also, stylish matching rubber pumps for when you surfacel! Deep sea diving has never been so effeminate! **Full color, giant-sized catalog \$16. Circle No. 918**



#### USELESS MINIATURE SCARVES

These handcrafted gems are factory inspected to insure they will not go around even the smallest neck! Bland and/or tasteless patterns guarantee they have no decorative value and make poor conversation pieces. 100% synthetic itchy fabric is not strong enough to withstand use as handkerchief. Millions of these are given as Christmas gifts every year! **Useless catalog \$29. Circle No. 837**



#### THE CATALOG CATALOG

Here are hundreds more catalogs you can send us money for (after you send us money for this catalog, that is)! IT'S ALL HERE! The Lard's End Catalog, Infant Juggling Supplies, Jello Mail, George Wendt Products, Handcarved Hams, Exploding Office Supplies, Poorly Drawn Owls and much more! A bonanza for the helpless catalog junkie! **Catalog \$267. Circle No. 827**



#### SAWDUST SHEP OF OMAHA'S UNINSPECTED BEEF BY MAIL

Loin! Shoulder! Flank! Why let Uncle Sam meddle with your meat? Public Health inspectors will never see the inside of his slaughterhouse—that's the **Sawdust Shep** guarantee! You save on every cut because the overhead associated with maintaining sanitary conditions and healthy livestock is virtually eliminated! Save on shipping, too, as Shep does not use insulated or refrigerated containers and sends all orders 4th class! An eating sensation you won't believe! **Illustrated catalog \$17. Circle No. 310**

#### COUPON

Circle the number of the catalogs you want

459 \$35.00	857 \$88.00	222 \$156.00
098 \$92.00	557 \$73.00	765 \$122.00
748 \$85.00	447 \$83.00	038 \$213.00
574 \$88.00	338 \$95.00	117 \$321.00
685 \$90.00	726 \$24.00	135 \$466.00
676 \$39.00	829 \$55.00	736 \$516.00

Total for catalogs	\$	_____
Service & handling	\$	3.00
Shipping	\$	4.50
Extra fee we hope you don't notice	\$	7.00
Total enclosed	\$	_____

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

☐ Check box if your finger is enclosed for 10% discount.

**AVALANCHE O' CATALOGS**

502 Fine Print St.,  
Nonexistent, Alaska 00000

# MAD'S MIX 'N' MATCH DONAHUE/OPRAH/GERALDO MAURY/SALLY JESSY/JANE GUEST & TOPIC GENERATOR



How To Use This Handy Tool: Rent a TV Studio. Fill it with housewives and out of work bricklayers. Select one item from each column below and waste an hour talking about it ad nauseam!

Psychotic  
Transient  
Obese  
Flatulent  
Handicapped  
Obsessed  
College bound  
Satan worshipping  
Unwed  
Foreign  
Wealthy  
Promiscuous

welfare frauds  
homosexuals  
welfare mothers  
former cops  
crossing guards  
librarians  
transvestites  
athletes  
mental patients  
politicians  
bigamists  
alcoholics

who eat their young  
with pacemakers  
who can't swim  
with reading problems  
who date their sisters  
on the make  
with mother complexes  
who drool  
on crack  
who were orphaned at birth  
with terrible pasts  
who can't work their VCRs







Abusive  
Sex-starved  
Paranoid  
Incestuous  
One-eyed  
Bulimic  
Mormon  
Unemployed  
Left-handed  
Bisexual  
Tattooed  
Teenaged  
Battered  
Quadruplegic  
Terminally ill  
Militant  
Topless  
Single  
Jet set  
Brain dead  
Widowed  
Hollywood  
Liposuctioned  
Bilingual  
Homeless  
Influential  
High fashion  
Fascist  
Vegetarian  
Reformed  
Left-leaning

transsexuals  
rabbits  
gun nuts  
physicians  
lesbians  
Vietnam Vets  
hit men  
industrial spies  
professional wrestlers  
musicians  
Lawyers  
heroin addicts  
Mad subscribers  
cross-dressers  
cult members  
refugees  
executives  
senior citizens  
Elvis impersonators  
Ku Klux Klan members  
fitness gurus  
cab drivers  
gang members  
S&M freaks  
rock groupies  
condom activists  
shoplifters  
bikers  
travel agents  
pastry chefs  
nuns

with enormous feet  
who are unable to love  
who do their own shopping  
who breed pit bulls  
with two jobs  
who crave chocolate  
and their allergies  
with claustrophobia  
who wear eye shadow  
who shave their bodies  
who never bathe  
and their prom dates  
who need a ride to work  
and their moms  
who knit to forget  
with PMS  
and their hobbies  
with poor credit ratings  
who handle serpents  
with multiple identities  
who pay retail  
and their con games  
with no social skills  
who cheat at golf  
and their pets  
with ties to the mob  
who can't play chess  
under Federal indictment  
who hate their parents  
with breast implants  
who enjoy winter sports

**WORDS TO GLIB BY DEPT**

Parents, teachers and other authority figures have a miraculous gift for shutting off any topic of conversation they don't wish to pursue. They just come out of left field with some obscure, presumably wise old saying

# MAD PROVERBS GUARANTEE

ARTIST: AL JAFFEE

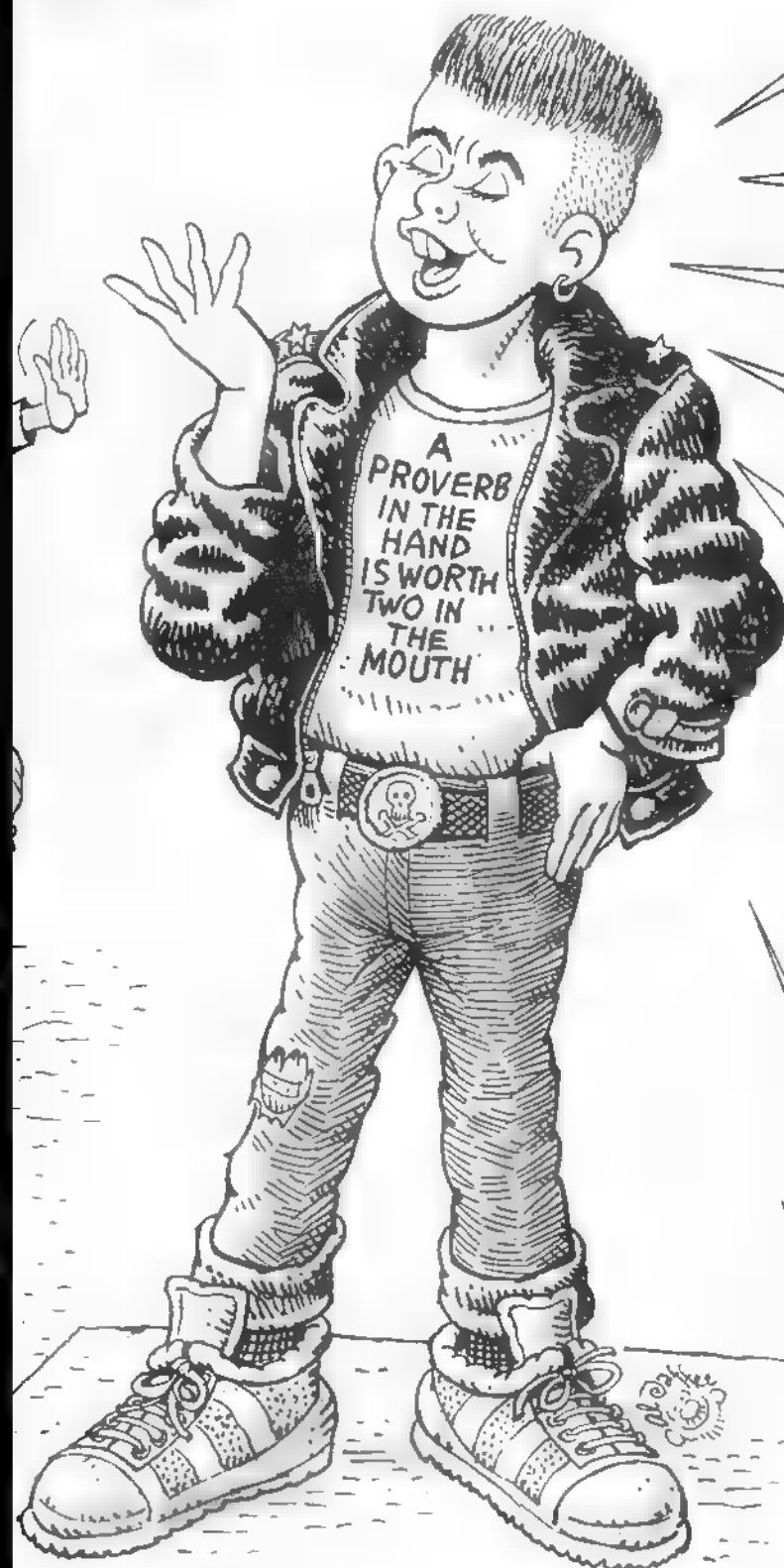


or axiom which you don't understand. But now you can have the power to silence THEIR boring, insipid and unwanted talk, simply by memorizing this nifty collection of deeply philosophical, but absolutely meaningless...



# D TO LEAVE 'EM SPEECHLESS

WRITER: TOM KOCH



You can't ride a wet horse to Germany!

Only a fool leaves his laundry with a red-headed woman!

You can't tell a Canadian by the color of his underwear!

There is more kindness in one smile than in five pounds of beef liver!

Never accuse a pygmy of being short until you have walked a mile in his moccasins!

If you scratch a Conservative, does he not stop itching?

Merely hoping the world is flat won't help you fall off it!

No one will ever know you've dug a hole if you leave the dirt in it!

If it can't be done, stop doing it!

A good woman is like a stucco bird cage—rough on the outside, but heavy!

Why trade damp firewood for the love of a bearded butcher?

Life is like a can of pears, only more oblong!

If a chicken is happy in the barnyard, why teach it to sell real estate?

## POKER



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## EDUCATION

Please take me to Little Charlie's restaurant on Kenmare Street! I just got my PhD and I'm meeting some friends to celebrate!

Congratulations! It's a day you'll always remember, getting your degree, bracing yourself to face the world and conquer it!

I felt the same way the day I got my PhD!





## ASSISTANCE



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## JUSTICE



## HUNTING



## SCHOOL



## MESSAGES



## TIME PASSAGES



## PREDICTIONS



## RATIONALIZATION



## DRINKING



## LANGUAGE



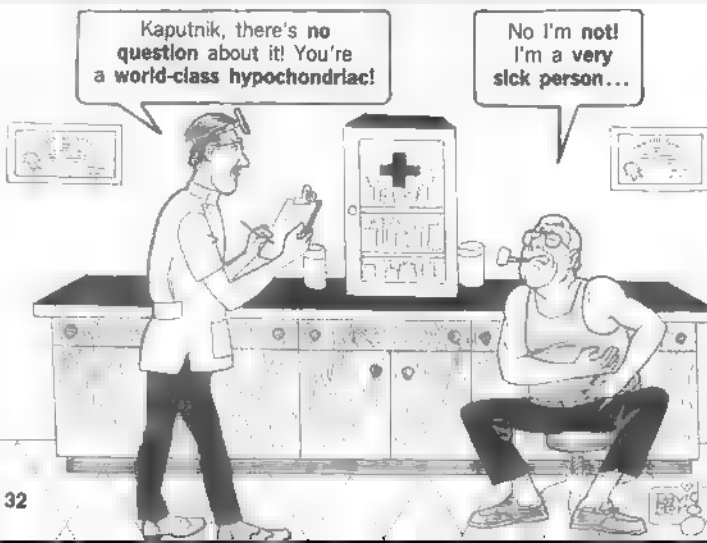
## THE OFFICE



## SURVEYS

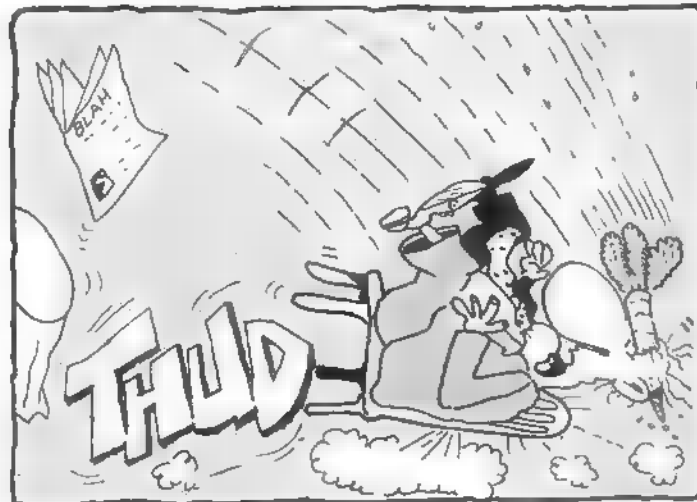


## DOCTORS





# THE VOLATILE VEGETABLE VIGNETTE



As we astutely pointed out in a previous issue, Customer Satisfaction Surveys are the new marketing ploy being used by many companies to give their customers the illusion that they really care about them and aren't just money-grubbing capitalists (Hoo-Hah!) Actually, taking

MORE

# CUSTOMER SATISFACTION

ARTIST: HARRY NORTH

## FROM TELEMARKETERS

We understand you received a call from one of our company representatives yesterday. To make sure we provide everyone with top quality service, we've created this questionnaire. When you return it, please include \$3.00 for postage and handling, and allow 4-6 weeks for delivery.

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| 1) Was our telephone call intrusive enough?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2) Were the details of our sales pitch vague enough so you weren't sure what the product cost, how you would get it, or even what it was?                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 3) Were we able to keep you on the phone for at least 20 minutes, after you tried to politely say no and get off?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4) Were we successful in making you late for an appointment, miss your favorite TV show, or get you completely out of the mood for that hot romantic evening you were planning? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5) Did our caller adequately insult your intelligence by pretending the sales script they were reading was a spontaneous, real conversation?                                    | <input type="checkbox"/> | <input type="checkbox"/> |

## FROM YOUR PARENTS

My, how time flies! It seems only yesterday we were bringing you home from the hospital, and now you're old enough to be filling out one of these. You can do it anytime you want, say in between cleaning up your room and taking out the garbage. And don't worry about being honest—no matter what you say, you'll always be our baby!

- |  | YES                      | NO                       |
|--|--------------------------|--------------------------|
| 1) Have we found enough different ways to thoroughly embarrass you when you're with your friends?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2) Do the rules governing your behavior (such as curfews, choice of friends, and what movies you can see) stifle and restrict you enough?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3) Can you count on us to always be ready with annoying clichés like "When I was your age, we <i>really</i> had it tough", or "Just wait until <u>you</u> have kids!"?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4) Are we showing enough disregard for what you want to do with your life when we respond to your dreams of being a musician by telling you to become an accountant so "you'll always have something to fall back on"? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5) How do we compare with other parents in constantly reminding you that you're wasting the best years of your life?   |                          |                          |





a survey isn't a bad idea. We just wish that others besides money-grubbing capitalist swine corporations used this technique and that the questions they asked reflected their true feelings. Confused? You won't be once you read the probing questions in our follow-up article called ...

# ATION SURVEYS we'd really like to see

WRITER: CARY PEPPER

## FROM POLLUTING CORPORATIONS

We care about our planet. We care about our customers. We care about our image. So please answer the following questions to let us know what things you care about. Because this makes us look good. That means more business, and above all, we care about our profits!

YES NO

- 1) When there is an environmental disaster, are we sufficiently adept at evading all blame and responsibility for cleaning up after ourselves? ☐ ☐
- 2) Are we doing a good job of threatening your community's well-being by calling for more scientific studies of chemicals and waste products that have already been proven to be toxic? ☐ ☐
- 3) When you write to us expressing your concern, do our bland form letters sound like we really care about what you think? ☐ ☐
- 4) Are our expensive, manipulative media campaigns to make us look good sufficiently misleading? ☐ ☐
- 5) Is there an opportunity to cause more damage through ignoring regulations or careless handling of pollutants that we've missed? Please be specific. ☐ ☐

## FROM YOUR TEACHER

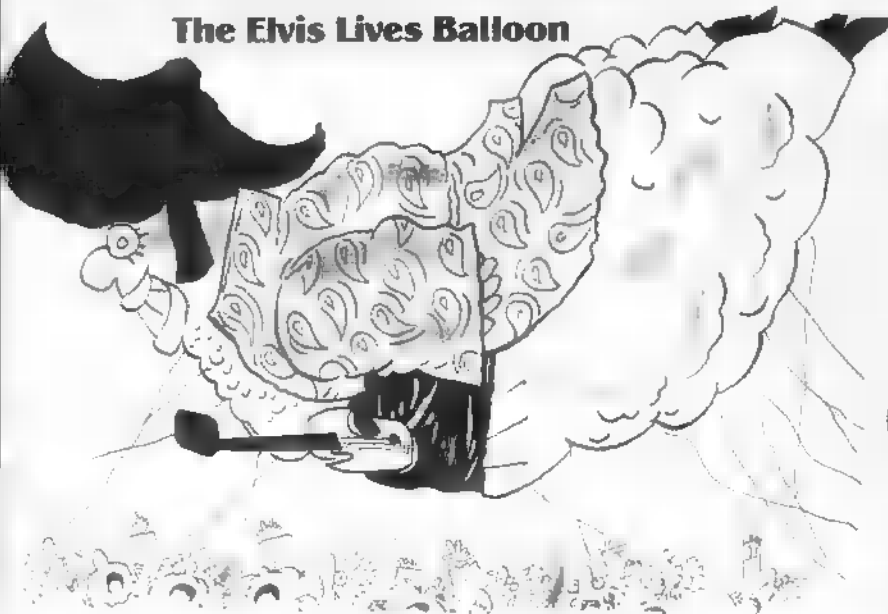
It's been my pleasure to have you in my class this term. Please answer the following questions. Your answers will help my future students ... and might help you, if you get left back and I have the pleasure of having you in this exact same class next term!

YES NO

- 1) Has there been enough homework to wreck your Christmas and Easter vacations, and send every weekend completely down the tubes? ☐ ☐
- 2) Is the material presented in class sufficiently complicated to cover my butt, and so irrelevant that you'll never need it again in your life? ☐ ☐
- 3) Are my lectures carefully formulated so that you're afraid to fall asleep in class, for fear I might say something that will actually show up on a test? ☐ ☐
- 4) Has my grading system been sufficiently confusing, random and nitpicky so you can't win no matter how much you study? ☐ ☐
- 5) Do my rambling digressions on totally unrelated topics appear to be spontaneous, so it looks like I've let you sidetrack me and the class is getting a free ride, on days when I just don't feel like working? ☐ ☐



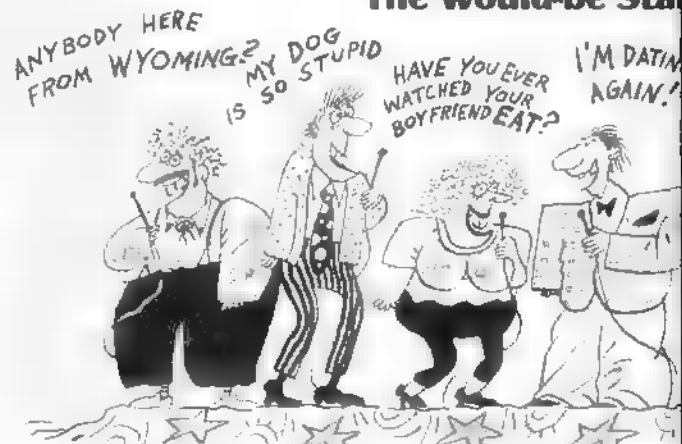
The Elvis Lives Balloon



# MACY'S THANKS PARADE

ARTIST AND WRITER

The Would-be Stars



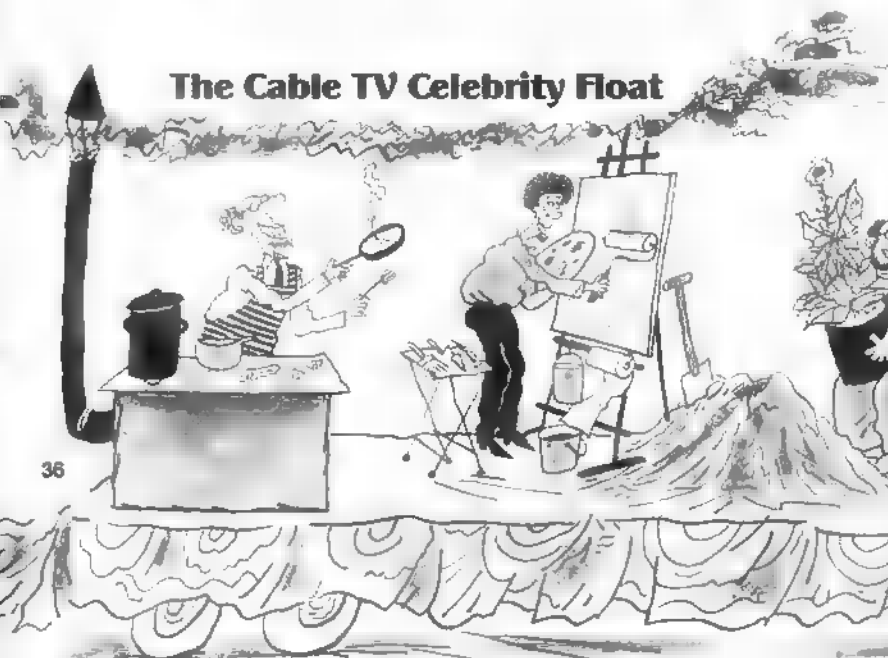
The Bargain Basement Shopperettes



The Donald Trump Look



The Cable TV Celebrity Float



The Downstate



# KSGIVING DAY REJECTS

PAUL PETER PORGES

## Up Comics Float



## Alike Marching Band



## Dental College Drill Team



## The Madonna Balloon



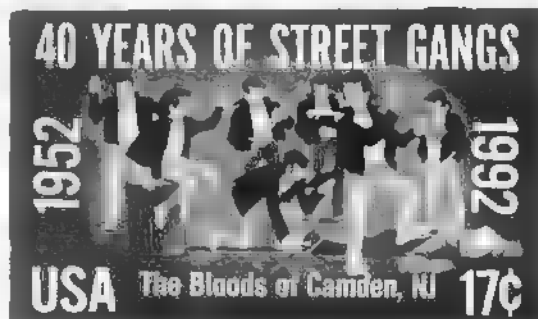
## Flags of Popular Construction Sites



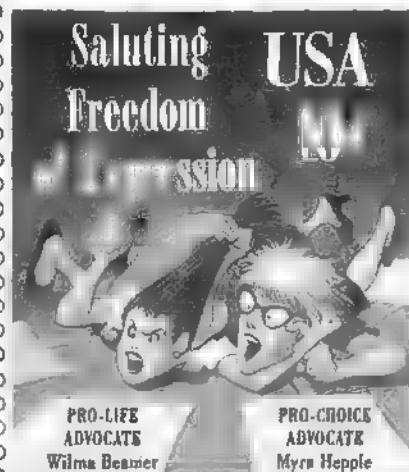
**PHILATELY WILL GET YOU NOWHERE DEPT.**

Neither snow, nor rain, nor heat, nor gloom of night can prevent the U.S. Postal Service from issuing stamps picturing birds, flowers and a lot of people you've never heard of! Isn't it time that the postal people got in touch with today's world? Well, they won't, of course, so you'll just have to make do with these...

# COMMEN



## 10 YEARS OF JUNK BONDS



## 5000<sup>TH</sup> ELVIS SIGHTING



Tulsa Bus  
Terminal  
August 14, 1991

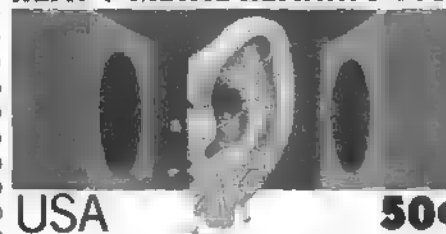
**29c USA**

## 25 YEARS OF

Convicted  
Clinic Owner  
Harlow  
Wickwire, MD

**MEDICAID FRAUD**

## COMMEMORATING HEAVY METAL HEARING LOSS



## HONORING AMERICA'S



**COMPULSIVE GAMBLERS**

## HONORING AMERICA'S



**COMPULSIVE GAMBLERS**

## 20 YEARS of SLEAZE

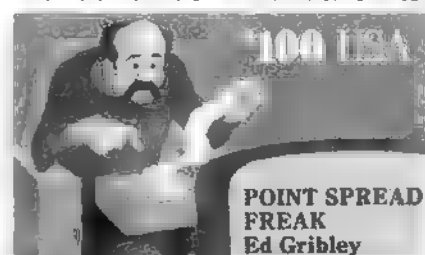


## HONORING AMERICA'S



**COMPULSIVE GAMBLERS**

## HONORING AMERICA'S



**COMPULSIVE GAMBLERS**

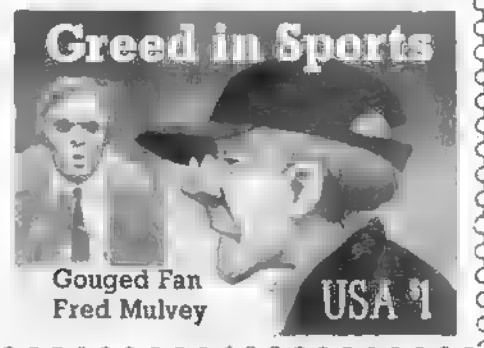
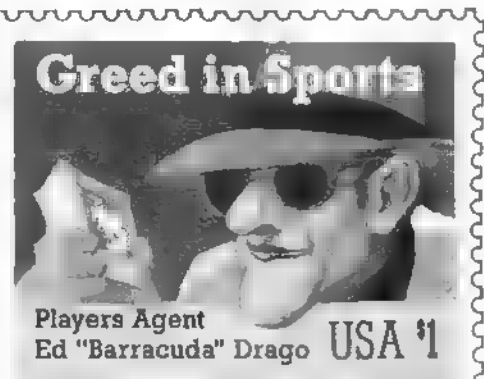
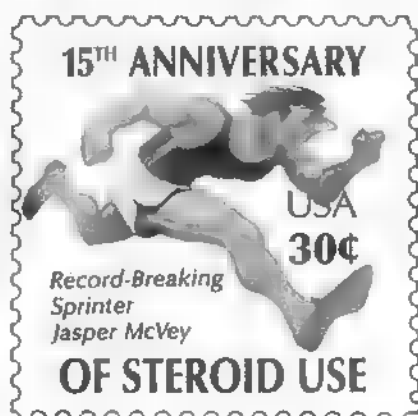
## 20 YEARS of SLEAZE



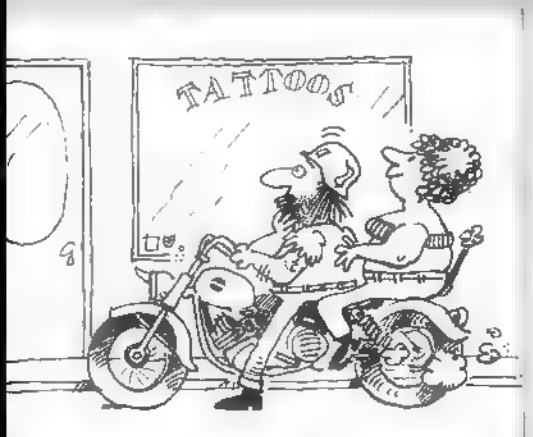
# ORATIVE STAMPS

We'd Like to See (But Never Will!)

ARTIST: BOB CLARKE WRITER: FRANK JACOBS



# A MAD LOOK

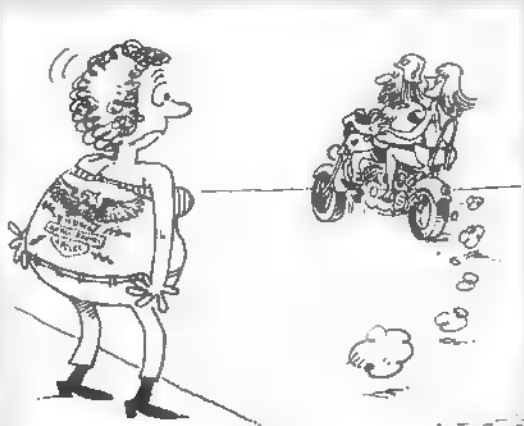


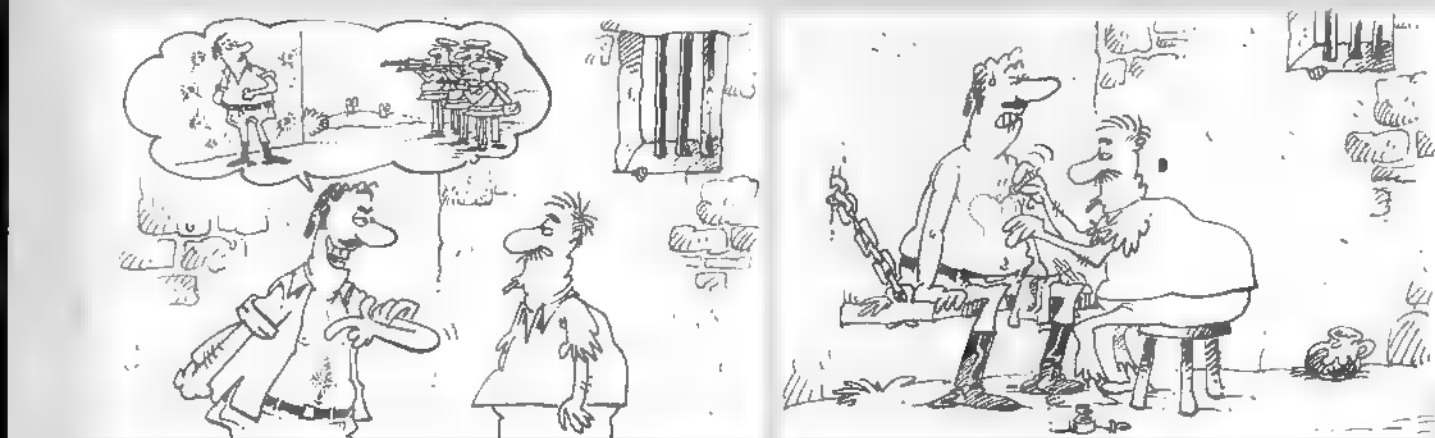


# AT TATTOOS



ARTIST AND WRITER: SERGIO ARAGONES





Thriller author Tom Clancy recently complained that when Paramount filmed the movie version of his best seller, they changed everything but the title, *Patriot Games*. Not to be outdone, when we at MAD wrote the spoof of the movie, we changed *everything*, including the title! Here's...



# PATR★IDiotic GAMES

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

My God, the Royal Rolls Royce has blown up! It must be a terrorist attack!

Perhaps or just another suicide attempt by Princess Di!

Catty! Silly! That was close! Are you alright?!

I'm fine, but Silly is hysterical!

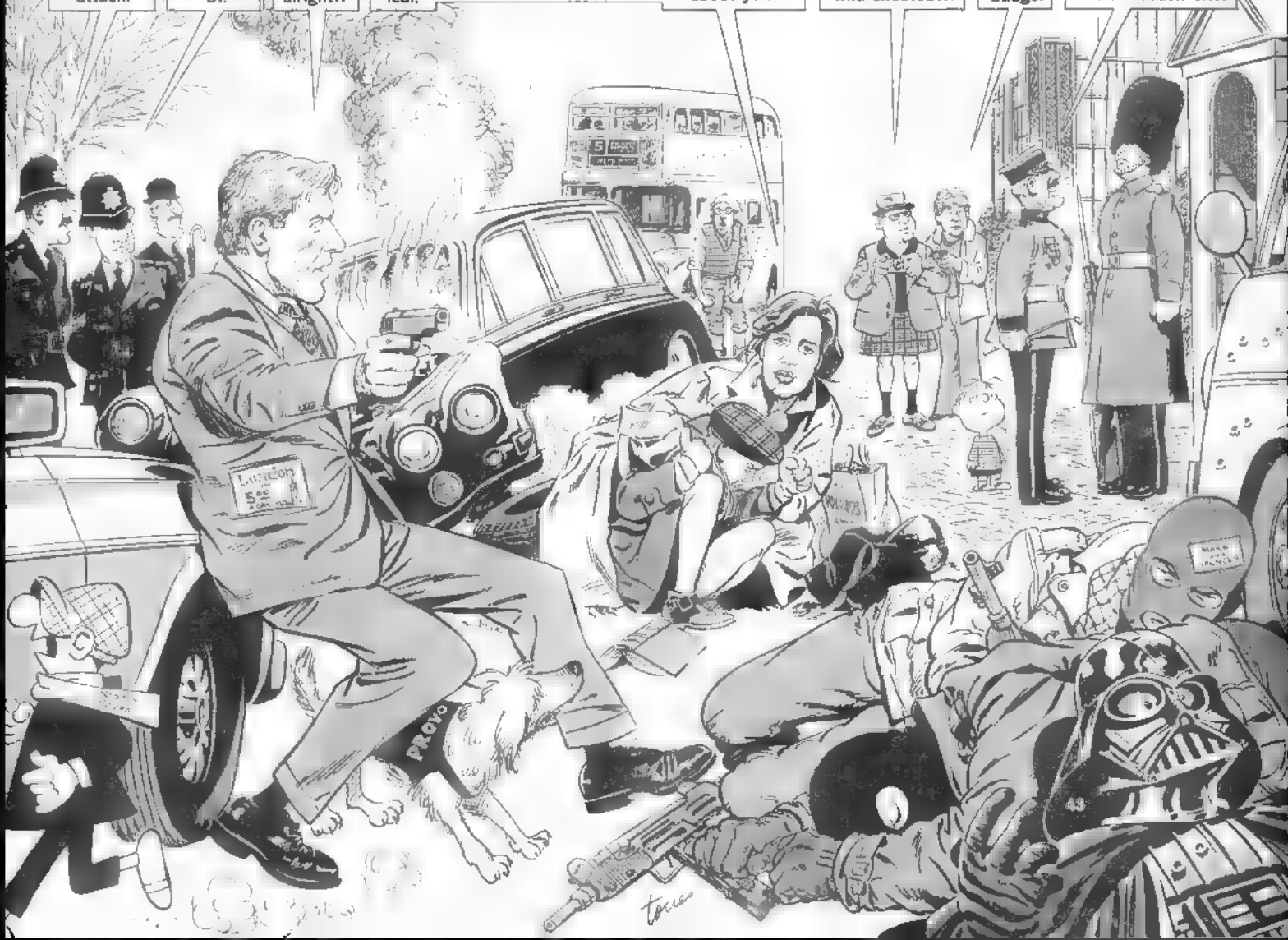
That's understandable! She just saw me shoot it out with terrorists who were trying to assassinate Lord Homely! I killed one of them and got shot myself!

Actually, she's hysterical because you won't buy her a doll at Harrod's! She doesn't give a damn about you!

Tourists will try anything to get those Palace Guards to move! They're even trying car bomb explosions and wild shootouts!

The Guards are well trained! They didn't budge!

You twit! Remain motionless when tourists make silly faces at you! When royalty is under attack, act like a professional soldier, not a wooden one!



American tourist, Dr. Joke Riot, stopped a band of radical terrorists from assassinating Lord Homely and his family today. Dr. Riot is recovering in building number six at St. Seizure Hospital. He is in room 108 on the eighth floor, but due to security reasons, we cannot divulge which of the two beds in that room he is occupying!



Dr. Riot, you attacked my client, who just happened to be another pedestrian hurrying to help Lord Homely!

Help him! I saw him put a bomb under Lord Homely's car!

We British are terribly civilized! Did it not occur to you that perhaps Lord Homely's door was stuck, and my client, Scorn Miller, was helping him blast it open?!

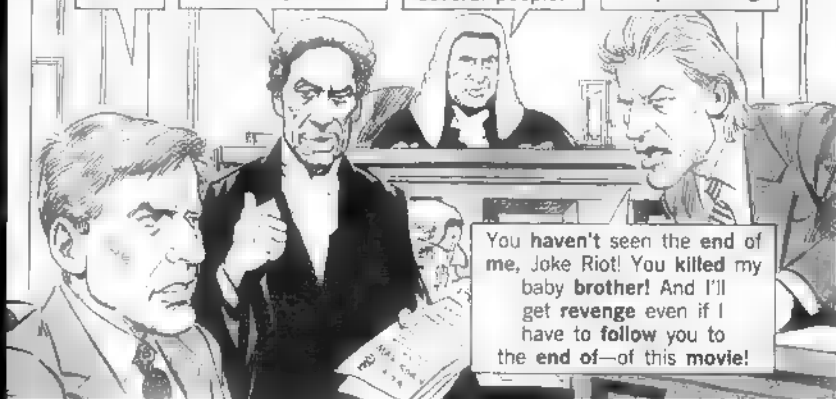


And why was your "client" wearing a ski mask?

Come, come! We all know how chilly it is in London! And as for my client carrying a machine gun—well, the streets aren't safe anywhere!

Although your case is well put, counselor, I'm afraid your client must go to jail! He did kill several people!

So? This is ridiculous! In America, you have to kill a dozen people before they even call you down for questioning!



You haven't seen the end of me, Joke Riot! You killed my baby brother! And I'll get revenge even if I have to follow you to the end of—of this movie!

It will cost 2000 pounds to repair your book! Two for the binding and 1,998 for the route of the terrorist prisoner, Scorn Miller, as you asked for on the note hidden in this book!

I don't know what you're talking about! I'm just browsing! I think you meant to give that info to the lady over there! She's the terrorist!



Set Scorn free! We've got the van surrounded! If you don't, we'll shoot the bridge toll taker!

Oh, no! We can't let them do that!

Why not? If they shoot the toll taker, we'll save a pound! We can cross the bridge for free!

Let me out, and I'll pay the toll!

All right, but don't run away, there's two more tolls before we get to the prison!



Scorn Miller escaped and probably left England!

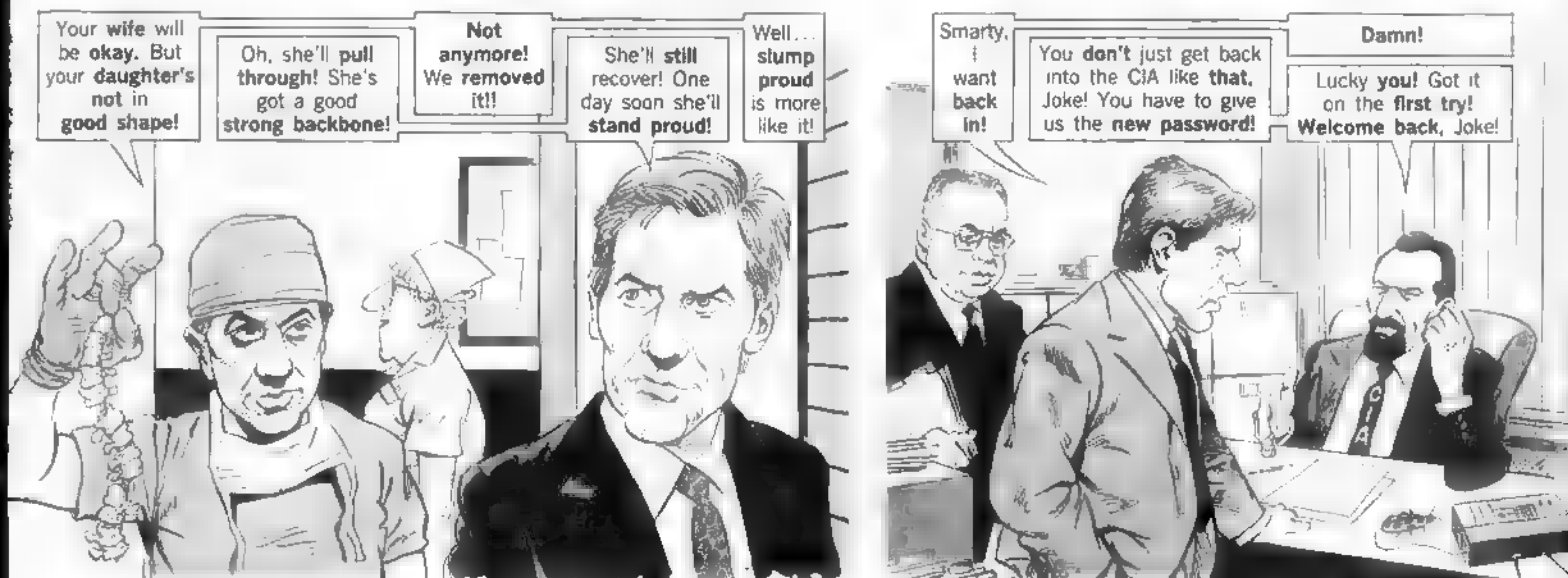
But the chances he'd come here are extremely slim—unless, of course, the airlines start another transatlantic price war!

Are you sure my family will be safe here?

Absolutely! Now I've got to get out of here! I don't want to be caught in the crossfire!







You sadistic son of a #@\$! How dare you call me in the middle of the night! You don't scare me!

It's them, isn't it Joke? It's the terrorist goons!

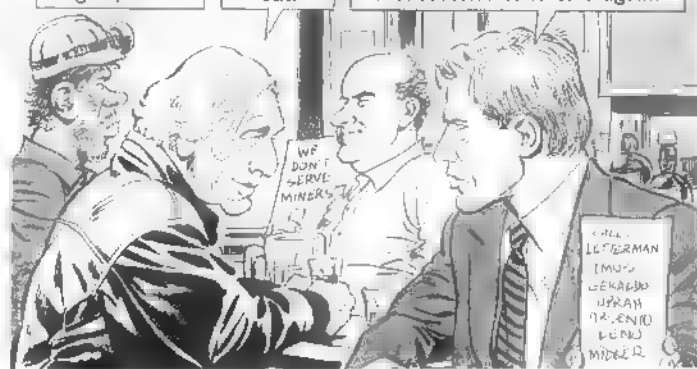
No, it's the bank again! We've got to pay **SOMETHING** on our mortgage or we lose this great old house!

Go after them, Joke! Get those bank fiends! And the goons at Visa and MasterCard too!

Paddy O'Wagon, you must tell me who the members of that ultra violent splinter IRA group are!

Radical though they are, Joke, I won't sell them out!

Then I'm going to call every radio and TV station and blame your IRA group for what happened to my pregnant wife and daughter! That will put a strangle hold on your ability to raise cash! You'll never have a successful cake sale again!



That meeting with Paddy O'Wagon paid off! He gave me these pictures!

Kinda big for your wallet, aren't they?

You don't understand! These are the key people we're looking for!

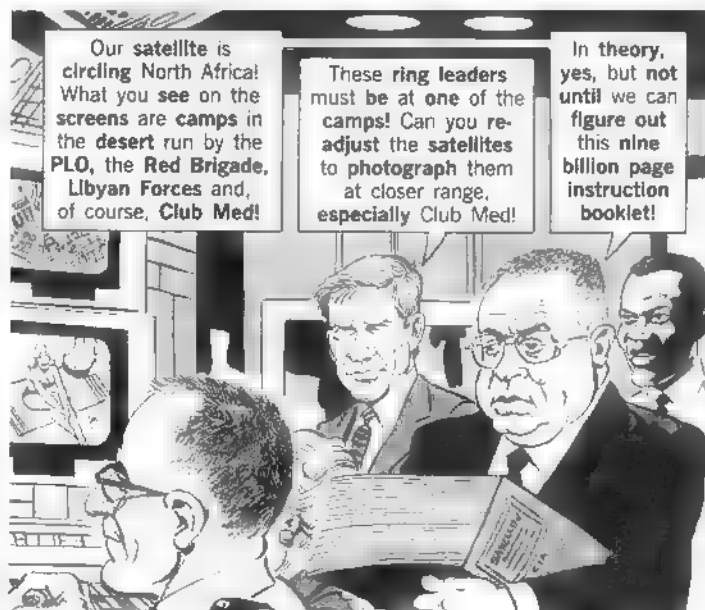
No, **YOU** don't understand! We spent 50 billion dollars for all this sophisticated equipment and we have to use it! We don't want outside help, even if it saves us months of work!



Our satellite is circling North Africa! What you see on the screens are camps in the desert run by the PLO, the Red Brigade, Libyan Forces and, of course, Club Med!

These ring leaders must be at one of the camps! Can you re-adjust the satellites to photograph them at closer range, especially Club Med!

In theory, yes, but not until we can figure out this nine billion page instruction booklet!



Oh my God! We've done it!

You wiped out the goons we're hunting for?

No, we found Carmen Sandiego!

Fantastic! This equipment was worth every penny the taxpayers spent!



I'm glad to be able to visit you at home, Joke, but I'm a little worried about security!

Don't be, Lord Homely! Didn't you notice the entire house is surrounded by security guards?

Yes, I noticed that! But didn't you notice they were all dead?

Are they really? I thought they were former Palace Guards!





A black and white illustration of a German U-boat, numbered R2D2, being towed by a larger ship. The U-boat is emitting a large plume of smoke. A small boat with a swastika on its side is visible in the foreground.



*Recently, a new kind of quasi-legal document has become popular. It's called a Living Will. Unlike a regular will, which instructs your survivors what to do with your worldly assets once you settle down for that long dirt nap, a Living Will instructs others what to do should you become incapacitated and are no longer able to express your wishes. We think this is a great idea. And, so you don't have to go to a costly, ambulance-chasing lawyer to have this simple document drawn up, we've created one for you!*

# *The Mad Living Will*

## *of* \_\_\_\_\_

**To:** MY FAMILY, MY PHYSICIAN, MY LAWYER, MY FRIENDS AND ALL OTHERS TO WHOM IT MAY CONCERN

*I*, \_\_\_\_\_, being of sound and disposing mind and memory, do hereby make, publish and declare this to be my LIVING WILL. If the time comes when I can no longer take part in decisions of my own future, let this statement stand as an expression of my wishes and directions while I am still of sound mind.

*If* I suddenly begin to take an unexplained turn for the worse, before any drastic or irreversible decisions are made, it is my desire that someone first check to make sure my attending physician is not Dr. Jack Kevorkian.

*Should* my attending medical personnel determine that an organ transplant is necessary, it is my expressed wish that, if at all possible, the baboon be of the same faith as myself.

*If* a kind soul takes it upon themselves to read aloud to me, it is my fervent wish, as it was during my non-incapacitated life, that they skip directly to the dirty parts of the book, and then read those passages over and over and over again.

*It* is my expressed want that no family member, friend or acquaintance shall enter my hospital room bearing one of those tacky "Get Well Soon" helium balloons. Likewise, any get well card sporting Garfield the Cat shall immediately be returned to its sender.

*I* wish my TV set off whenever Arsenio is on.

*If* at all possible, I prefer "Depends" over "Serenity."

*I* would prefer that my visitors leave their small children home if all the kids are going to do is stare at me and play with my toes.

*At* no time, even on the occasion of my birthday, do I yen to have a party hat placed on my head.

*While* I am not morally or ethically opposed to so-called "life sustaining equipment," I am vehemently opposed to the concept of hooking up such machinery to "The Clapper."

*I* agree to sponge baths only if given by a member of the opposite sex. Several members of the opposite sex at once is acceptable and, in fact, preferred. Ditto any therapeutic jacuzzis that may be prescribed.

*It* is my strong desire that in any and all elections that may take place, my absentee ballot be marked for the individual running opposite Quayle.

*If*, in the unfortunate event, the time comes to donate my vital organs, it is my wish that in all donations a receipt be obtained, for tax purposes.

*No* Jello.

This statement is made after careful consideration and is in accordance with my strong convictions and beliefs. I want the wishes and directions here expressed carried out to the extent permitted by law.

*In Witness Whereof*, I have hereunto set my hand and seal to this my MAD LIVING WILL on this the \_\_\_\_\_ day of \_\_\_\_\_ 19 \_\_\_\_\_.

WITNESS:

ALFRED E. NEUMAN

Alfred E. Neuman

SIGNATURE: \_\_\_\_\_



WITH THE DEMISE OF  
THE SOVIET FLEET,  
WHAT APPEARS TO BE  
OUR NAVY HOTSHOTS'  
LATEST TARGET?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

To find out what our Navy's up to in this fast changing world, simply fold in page as shown in the diagram to the right of page.



FOLD PAGE OVER LINE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



FLEET COMMANDERS OF THE U.S. NAVY FACE REMARKABLE NEW CHALLENGES. SINCE THERE'S LITTLE OFFENSE LEFT IN THE RUSSIAN NAVY, OUR TACTICAL PLANNERS MUST NOW FOCUS ON OTHER DANGERS

A ▶


◀ B



TOTALLY GROOVY TATTOOS GORGEOUS GUYS SERVING LIFE SENTENCES

# SASSY

SILLY ARTICLES for SCREWED-UP SELF-CENTERED STUD-CRAVING YOUTHS

PLAIN-LOOKING,  UNFASHIONABLE GIRLS  
WITH NO SPECIAL  
Talent can be  
SUCCESSFUL:  
JUST ASK OUR editor  
**Jane Pratt!**

IS YOUR BOYFRIEND  
DEAD OR JUST  
PLAYING HARD TO GET?

**HOORAY!**  
we found a  
Sassy Reader  
who doesn't  
have a really  
low opinion  
of herself  
—NOT!

**Hair  
emergencies**

IT TOOK A  
HORSE TO SOLVE

A MAD  
FAKE-OUT  
MAGAZINE  
COVER